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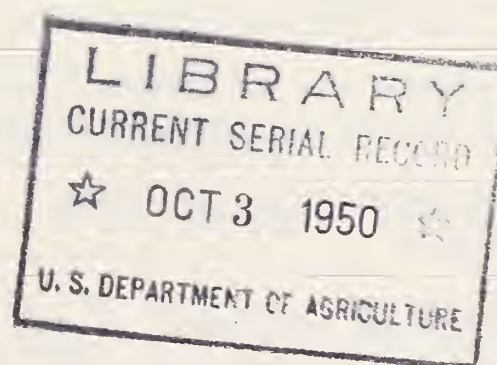


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# MARKETING ACTIVITIES



U. S. Department of Agriculture  
Production and Marketing Administration  
Washington 25, D.C.

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# Boston Market Plans Take Shape

By William C. Crow

Boston is planning to build a really "new" market. "New," in quotes, has special significance in a city where part of the existing market center, heretofore known as the "new" market, was built in 1826. The "old" part, Faneuil Hall, was transformed from a patriots' meeting house to a market about 1780. The present market area as a whole, congested and entirely unsuited to modern conditions, has a history that goes back 200 years.

Jumping over the centuries to August 11, 1950 covers a lot of marketing ground in Boston; it also lands on a special date in a modern marketing era for the Hub City. It marks the signing by Governor Paul A. Dever of a bill authorizing the Commonwealth Market Authority to finance, build and manage a consolidated wholesale produce market for greater Boston. This development is a welcome climax to the research and planning of the United States Department of Agriculture, which has since October 1948 cooperated with State and City authorities and the wholesale trade in planning the new market.

## Over 450 Store Units Planned

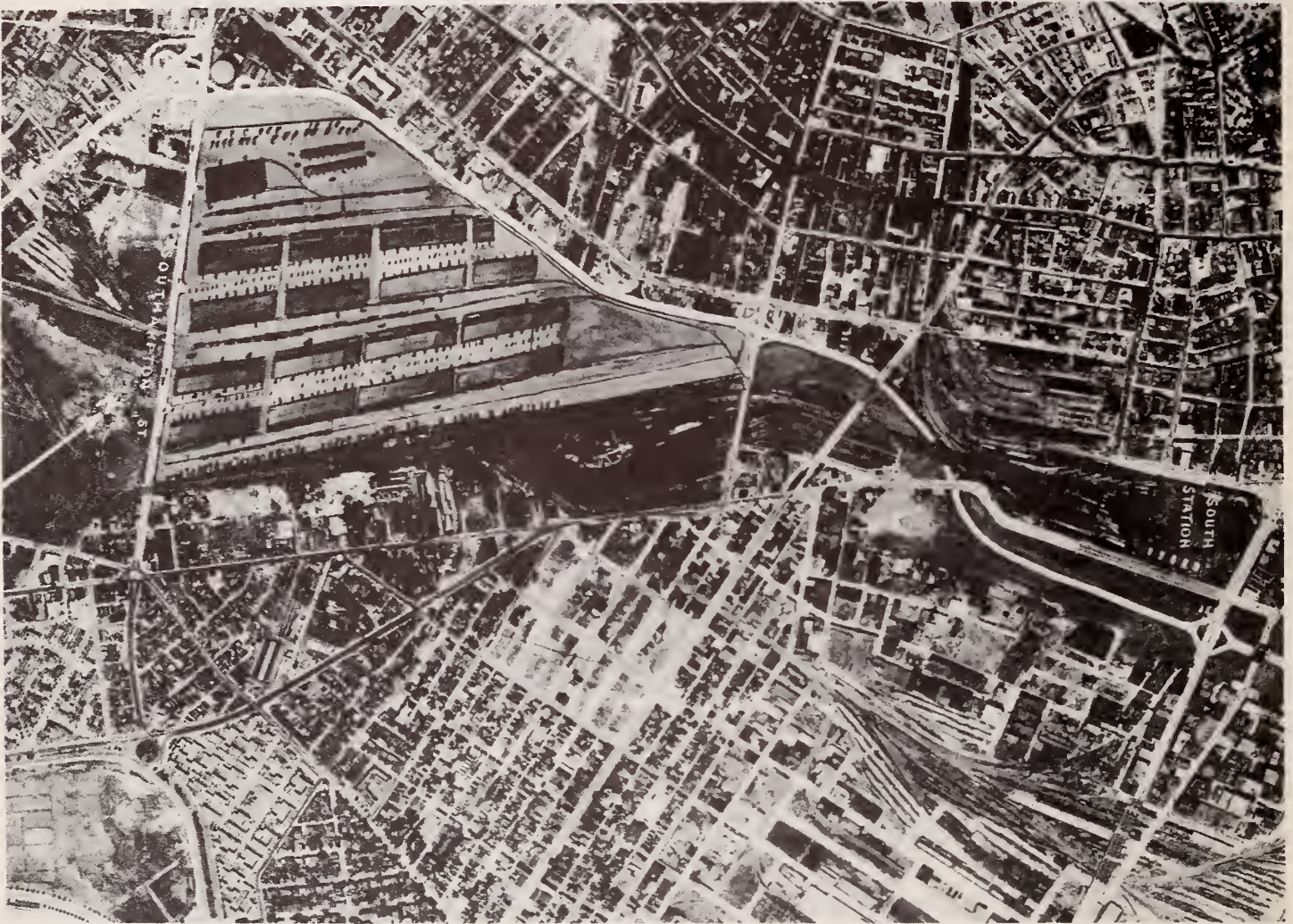
The scope of the project -- in area, in facilities offered, in volume of trade and investment -- will be tremendous. Tentatively, the blueprint calls for 224 store units for handling fruits and vegetables; 192 store units for marketing meats; 40 store units for handling poultry, eggs and related products; and a produce auction building -- all of which will be provided with two parallel tracks at the rear for direct unloading of rail receipts into stores. An additional two-rail track will be provided in front of the auction building. One hundred farmers' and truckers' sheds, a network of streets, restaurants and service stations, as well as 2,500 parking spaces are included in the 170 acre layout.

The site, as big as the playing areas of 137 football fields, will be surprisingly close to the population center of the metropolitan area. One USDA proposal making possible such a spacious area is the suggestion to extend the chosen South Bay site into the not-too-useful Port Point Channel. Filling this waterway would provide the most feasible throughway for a proposed super highway to ease the movement of traffic through Boston.

The fact that such overall aspects have been taken into consideration in the Department's planning is no accident. At the request of the



majority of all local trade and farm organizations, and the Commonwealth Market Authority, the marketing specialists and engineers of the Marketing and Facilities Research Branch have studied all sides of the situation in order to draft plans for the best possible market. This work has been done under authority of the Research and Marketing Act of 1946.



Recommended to serve Boston, the 170-acre produce market lay-out bounded by Southhampton Street, tracks of the New York, New Haven, and Hartford Railroad, Dorchester Avenue, and the proposed new express highway, lies in the South Bay area about 1 mile southwest of the Boston Common. The suggested fill of Ft. Point Channel and the routing of the express highway over the channel rather than the business district north of South Station would mean a tremendous financial saving.

### A Reason for Nostalgia

For years Boston's need for a different market has matched the proportions of the proposed market facility. Decade after decade the utility of the present market center has been cut down by a triple squeeze: the greater demands of a growing population, the restrictions of almost unparalleled traffic congestion, and the expansion of other businesses crowding up around it. From the practical standpoint there will be few mourners at the departure of establishments whose first proprietors could well have sold their wares to the agents of the King. There is another viewpoint, however, the real and painful nostalgia which must accompany the movement of merchants from the historic Faneuil Hall area to a new location.

Conservative estimates of the savings that will be made possible by the new market range close to 4 million dollars annually, over and above the cost of market amortization and operation which is figured at



\$1,467,625. This saving will be realized by reduced cartage, shortened hours of market operation, reduced loss from deterioration and spoilage, eliminated trips to two or more market areas by buyers, and reduced traffic congestion in the market area. Other savings which cannot be measured would be shared by farmers and others operating in the area, as well as by the City of Boston.

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# STATUS OF CCC PRICE-SUPPORT PROGRAM AS OF JUNE 30, 1950

Ralph S. Trigg, president of the Commodity Credit Corporation, U.S. Department of Agriculture, recently reported that \$3,538,125,000 was invested in CCC price-support program loans and inventories as of June 30, 1950, the end of the fiscal year, and that the Corporation sustained a net realized loss of \$249,230,000 in carrying out this program during the fiscal year. (The net realized loss on the CCC price-support program for the fiscal year ended June 30, 1949, was \$254,000,000.)

Price-support operations in four commodities accounted for the bulk of the loan total. These commodities, the quantities of collateral pledged, and the loans outstanding, were as follows:

Corn	413,617,991 bu.	\$558,125,192
Tobacco	311,133,828 lbs.	125,522,453
Cotton	833,218 bales	121,037,810
Wheat	33,541,304 bu.	65,115,226
Other	XXXX	44,388,883
Total	XXXX	\$914,189,564

Included under "Other" above were loans on flaxseed, peanuts, soybeans, lespedeza seed, potatoes, barley, dry edible beans and peas, grain sorghum, oats, rice, rye, American-Egyptian cotton, and cottonseed. In this group, the largest amount of loans on any one commodity was \$9,150,135 on barley.

Items in the inventory of the CCC as of June 30, the quantities involved and the cost were as follows:

Wheat	327,654,159 bu.	\$ 760,444,401
Cotton	3,413,635 bales	580,236,924
Corn	332,459,548 bu.	505,864,068
Linseed oil	471,667,163 lbs.	134,845,843
Grain Sorghum	41,274,224 cwt.	104,699,277
Dried Eggs	93,918,525 lbs.	103,290,366
Butter	161,649,213 lbs.	99,452,285
Dry Edible Beans	9,687,102 cwt.	79,689,881
Flaxseed	13,373,583 bu.	69,766,981
Barley	31,497,215 bu.	46,434,104
Dried Milk	362,931,819 lbs.	45,718,460
Rosin	384,685,817 lbs.	29,119,720
Other	XXX	64,373,093
Total	XXX	\$2,623,935,403

# How To Sell a Chicken

By Miriam White

A few months from now retailers will meet in several cities to see demonstrated the latest and most efficient methods of merchandising poultry and eggs.

These will be the first classes conducted under a new USDA training program to acquaint retailers and their employees with recommended methods of handling poultry products in an effort to minimize waste and increase salability.



Customers will be won by a store's atmosphere as well as by its merchandise.

In recent years many improvements have been developed in grading, packaging, storing, and transporting, in order to supply consumers with higher quality poultry products at minimum cost. Both government and private agencies have recognized, however, that the benefits to be gained from well-packaged, uniformly graded, high quality products can largely be nullified by inefficient merchandising practices at the retail level.

## Retailers Will Have a Busy Day

To promote more widespread knowledge and use of improved merchandising techniques, the Department of Agriculture has recently contracted with the Poultry and Egg National Board of Chicago to conduct training classes for retailers and their employees. Under the contract, trained instructors will demonstrate with actual poultry products recommended methods of preparing, displaying, and caring for poultry and eggs to prevent deterioration and increase consumer satisfaction. The intensive one-day courses will also include instruction in buying--recommended rates of turn-over, volume and frequency of purchases--as well as methods of pricing and record-keeping.

Marketing Activities



Perhaps just as important will be the tips on sales psychology--stressed by instructors chosen for their ability to "sell" good ideas to retailers. There is evidence that certain principles cannot be emphasized too often: that customers will be won by a store's atmosphere as well as its products; that some articles must be handled carefully, almost tenderly, before prospective owners; and finally, that there is no substitute for courtesy and personal concern in customer contacts. Because a recognition of these attitudes is an essential to successful merchandising they will be blended into the course. Classes will be open without cost to retailers and their employees in major cities.

The work, which will be done with Research and Marketing Act funds, will be under the supervision of the Poultry Branch of the Production and Marketing Administration. Before and after training sessions, the Poultry Branch will make studies in stores where the trainees are employed, to determine the extent recommended techniques are adopted and to appraise their effectiveness in reducing costs and deterioration and increasing sales. The program is of an experimental nature and is expected to serve as a basis for expanded training activities to be carried on by state agencies and the poultry trade.

#### Has a Successful Sequel

The new training program is the second of its kind to be conducted under authority of the Research and Marketing Act. A similar program for retailers of fresh fruits and vegetables was initiated by PMA in 1947. The results have been very favorable. In some areas wholesalers soon took over the training activities, and government aid was no longer needed. As a result of the training the reporting retailers had renovated or were remodeling their produce departments in a large number of cases. The changes ranged from minor improvements to remodeling of the entire store. (For detailed report, write to Information Branch, PMA, for "Retailer Training in the Merchandising of Fresh Fruits and Vegetables," October 1949 or see **MARKETING ACTIVITIES**, October 1948, and December 1949.)

The training in poultry merchandising will be carried on with the cooperation of wholesale distributors, trade associations, and other groups and with the advisory assistance of State agricultural colleges, experiment stations, and extension services. Wholesalers or other local sponsors desiring to make the course available to retailers in their area may apply to the Poultry and Egg National Board. Sponsors must arrange for meeting places, furnish poultry products to be used in the demonstrations, and provide other needed facilities. Retailers wishing to attend the courses should submit their applications to the local sponsors. The classes will be conducted by personnel of the Poultry and Egg National Board.

The contractor is now in the process of preparing a manual to be used in conducting the classes. As soon as the manual and other preliminary work are completed, it is planned that instructors--in most cases two-man teams--will begin conducting classes in various sections of the country. First classes are expected to be held in November or early December.

# Heat Treatment Keeps Eggs Fresh

By Harry E. Goresline

You're wrong if you think that the only time an egg ought to be heated is when it is cooked or incubated. For over a century it has been known that a certain heat process would preserve an egg's freshness. A recently tested variation of this process called "Thermostabilization" indicates that it has definite commercial possibilities.

Actually, thermostabilization is simpler than it sounds. It means that a substance, in this case, an egg, is subjected to moderate, controlled heat -- enough to bring about a slight physical, but no chemical change. The result is an egg resistant to the normal deteriorative changes which occur in storage.

## A Twenty-Second Egg

Early accounts of the process reveal a number of variations in the application of heat. Records over 100 years old tell of preserving eggs by "dipping them for twenty seconds in boiling water, and then keeping them well dried in finely sifted ashes." Other sources of the same period refer to a repetition of the momentary hot bath several times, after which "the eggs were placed, small end down, in bran, salt or oats." This, it was noted, kept them "perfectly fresh and good."

By extending the time and lowering the temperature, Professor E. M. Funk of the University of Missouri developed the basic process tested in recent studies by the U. S. Department of Agriculture. This work has been performed under authority of the Research and Marketing Act of 1946. In these experiments a heated, flowing film of oil was used, after which the eggs were placed in normal cold storage. There have been other refinements such as oil temperature control to within 1° F. of a constant, and precise measurement of exposure to this heat. The substitution of oil for water was a logical move, since oil-treating of shell eggs is commonly practiced to preserve quality and improve appearance, and both operations could be carried out at once at little added cost. Results of the work were reported at the 1950 annual meeting of the Institute of Food Technologists.

## Impressive Savings Apparent

On the basis of tests involving about 400 cases of eggs, considerable savings appear possible in terms of both dollars for egg processors and quality for consumers. While savings were indicated in a number of ways, perhaps the most positive evidence appeared in measuring the quality loss



in storage in terms of U.S. Grade. These tests were performed with eggs which were uniformly U.S. Grade A at the outset. Some received no treatment, others were oil processed, and a third group was thermostabilized for 16 minutes at various temperatures ranging from 130° F. to 139° F. The results for thermostabilization show a range of 46.7% to 62.5% Grade A eggs remaining after 8 months storage with an average, for all temperatures of stabilization, of 54.9%. By contrast, the untreated eggs had a retention of 1.7% Grade A after 8 months, while the oil processed eggs showed 42.2% Grade A after storage of the same duration.

In these tests, the quality of "naturals" declined rapidly and oil processing markedly retarded this decline. While a lack of consistency in results was noted for eggs stabilized at 134° F. and stored for 5 months, the over-all results showed that stabilized eggs retained quality to a higher degree than oil-processed eggs. Quality loss in untreated eggs was strikingly greater than that for those oil-processed or stabilized.

#### Checked Thinning of Egg White

The reduction of quality loss, translated into physical changes within the eggs, has meant that stabilization prevented the normal deteriorative thinning of egg white during storage. Thermostabilization increased the albumen index, and it remained higher during all storage periods than the indices of "natural" and "oiled" eggs. Finally, there was considerably less moisture or weight loss in the thermostabilized eggs than in untreated eggs.

Further studies of the process to be completed in December will help to determine the status of stabilization in commercial egg marketing. Established thus far are the low cost and the speed with which the process can be performed -- in addition to the real promise offered on the basis of the first round of substantial testing.

Fuller reports will be made available later, both on the completed studies and the work under way. These will be released by the Production and Marketing Administration of the U. S. Department of Agriculture.

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#### BUTTER PURCHASES TAPERING OFF

Price-support holdings of butter may be nearing their peak for 1950, according to recent indications pointed out by Dairy Branch officials. Weekly purchases of butter which were running well over 10 million pounds in June dropped to about 1 million pounds weekly in mid-August. In addition, sales of butter to the trade during the week ending August 19 totaled 944,512 pounds. In view of the smaller purchases and signs of resale activity to the trade, officials believe that the butter inventory, which stood at 191 million pounds as of August 19, may go little higher than 200 million pounds this year. Purchases in 1950 totaled 125 million pounds as of August 19 compared with total purchases in 1949 of 114 million pounds.

# Locker Plants Serve Home Freezers

By James A. Nixon

There's good evidence that frozen food locker plants have turned the home freezer threat into an opportunity for sound and continued service. Instead of allowing themselves to be literally frozen out of their business, many locker plant operators have wisely supported the consumer buying practice that has put two million freezer storage units in American homes.

Naturally the development has brought about major modifications in their business. Today not many locker plants are operated successfully as "just places where lockers are available for rent." Instead, operators have become aggressive merchandisers who tie in their facilities and service with the family use of home freezers. Carrying this service further, many locker plants are obtaining additional revenue by becoming important outlets for commercially frozen foods and bulk lots of meat for freezing and packaging. Finally, large numbers of them have taken the lead in retailing the home freezer units themselves.

## End Result is More Business

The end result of such an approach, say some locker operators, is increased business. They point out that they encourage their customers to rent locker boxes for long-term storage and use their home freezers as dispensing cabinets for immediate use. To make this economically appealing operators sell meats to customers at near wholesale prices, and commercially frozen foods in quantity at a discount.

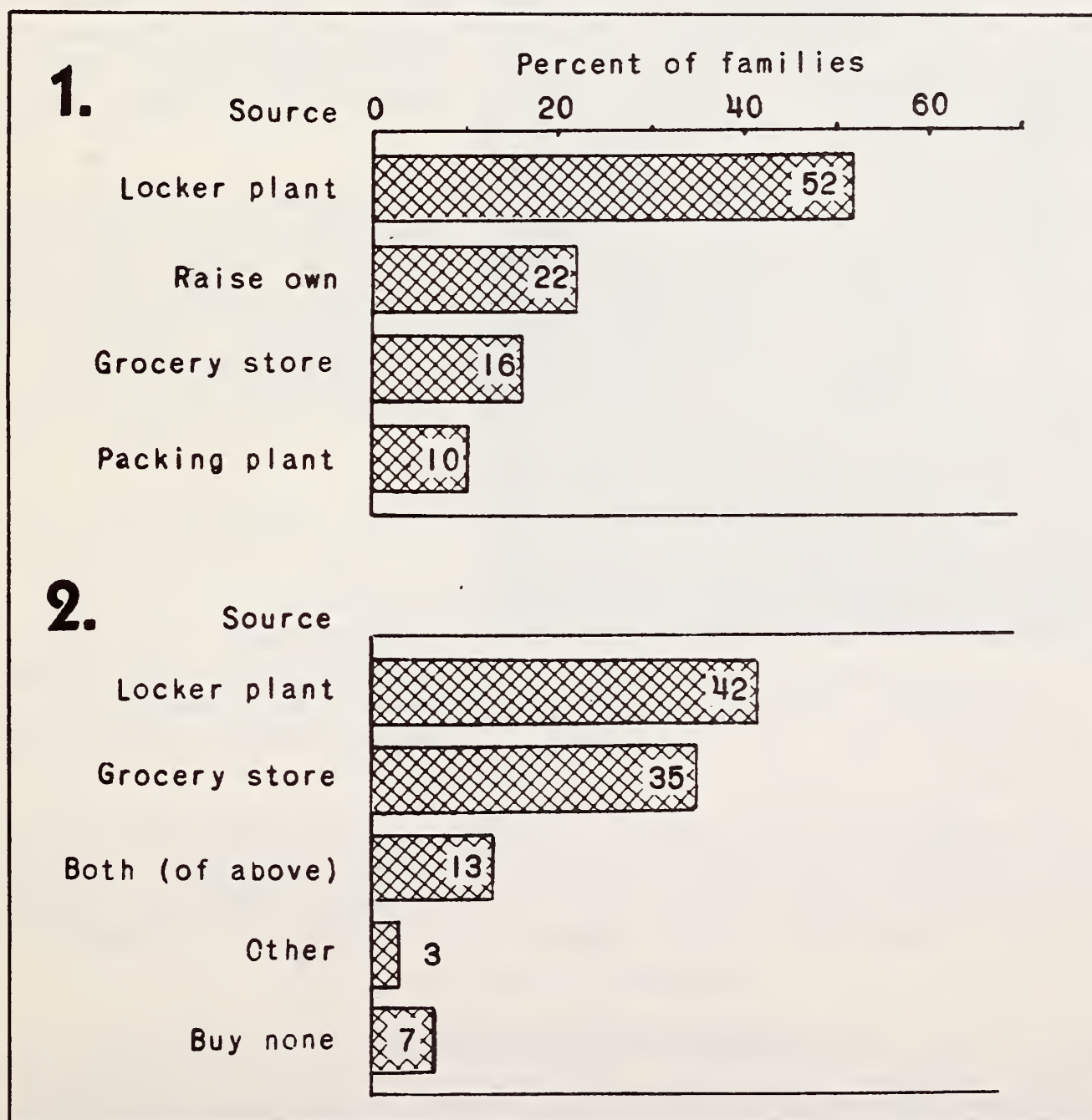
## Increased Outlet for Farm Products

Bearing out this home-freezer and locker relationship are the results of a State-wide study recently completed in Arizona, made under authority of the Research and Marketing Act by the U. S. Department of Agriculture, in cooperation with the State University. Through PMA's Marketing and Facilities Research Branch, the Department is attempting to find ways in which locker plant facilities and services can be made more useful to families equipped with home freezers. Another objective is to develop information that will be helpful to commercial frozen-food packers and distributors in their efforts to make merchandise available for home freezer owners. Also it is hoped that much of the information will be of value to distributors of home freezers in determining the type of freezer that is best adapted to individual family requirements. Such improvements in a new and rapidly developing marketing system are expected to provide consumers with more of the kinds of food they want, thereby broadening the outlet for farm products.



The report, "The Relation Between Locker Plants and Home Freezers in the Distribution of Frozen Foods in Arizona," Part I of which is now available, contains interesting facts about the use of home freezers. For example, the survey shows that 23 percent of those who previously had not used lockers acquired locker space after buying home units. About one-half of the locker renters cancelled their lockers when they bought home freezers and some of them later re-rented. The study revealed that freezer owners who also rented locker space used the locker for bulk storage for quantity purchases, and used home freezers to hold assorted foods to meet short-time needs.

About three-fifths of the home freezer owners contacted in the Arizona study depend on locker plants for various processing services whether they rent locker space or not. These services include cutting, wrapping,



Locker plants have become important sources of food for home freezer units. Above: (1) Primary source of meat alone; and (2) commercially frozen food (vegetables, fruits, prepackaged meats, fish, and specialty items), by families having home freezers.

and freezing meat items; slaughtering, sausage making, curing and smoking, poultry processing, and freezing of fruits and vegetables.

Although no measurement was taken of the total effect of home units on Arizona locker plants, there was a strong indication that operators in the Phoenix area had increased their business considerably by catering to the 3500 home freezer owners in the area. According to the study, some Arizona locker plants sold large amounts of meat and commercially frozen foods to home freezer owners by offering near wholesale prices on quantity purchases.

### Economical Sources of Supply Necessary

The importance of having economical sources of freezer supplies was evident among families who appeared to be making very good use of their units. The freezing of locally grown produce and meat animals as well as home-cooked foods provided an economical means of obtaining frozen foods. An additional economy reported was that of supplementing the local products with commercially frozen foods from locker plants or from retailers who featured bulk quantities at volume discounts or periodic bargain prices, such as weekly "specials."

Nearly all of the homemakers interviewed emphasized the freezer's value as a time saver in shopping and as a convenience in meal preparation. Others enjoyed the greater variety of food items at hand to choose from as well as the opportunity to plan meals earlier than otherwise would be possible. Most of the families were satisfied with home freezers. The degree of satisfaction frequently depended on their knowledge of how to use them and the availability of economical sources of food supplies.

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### TESTED AND FOUND TASTY

A new flavor for an old food standby - smoked beans - has been developed by food technologists of the University of California at Berkeley. Dr. W. V. Cruess, professor of food technology of the University, recently announced that the new treatment of the old product had been tasted and found good.

Oak shavings and oak sawdust, or spent, dried tanbark were said to be the best sources of smoke. In two hours, beans that have first been soaked and short-cooked acquire the proper flavor. The beans are then ready to be cooked and served. Either red or white navy beans may be used.

### Franks and Smoked Beans?

Tomato sauce, sliced onions, or a little garlic were suggested to improve the taste. The smoked beans lend themselves readily to canning, dehydration and freezing, with the former process found to be the most practical, from the commercial production standpoint. It is felt that the product might find favor for Army and Navy use.



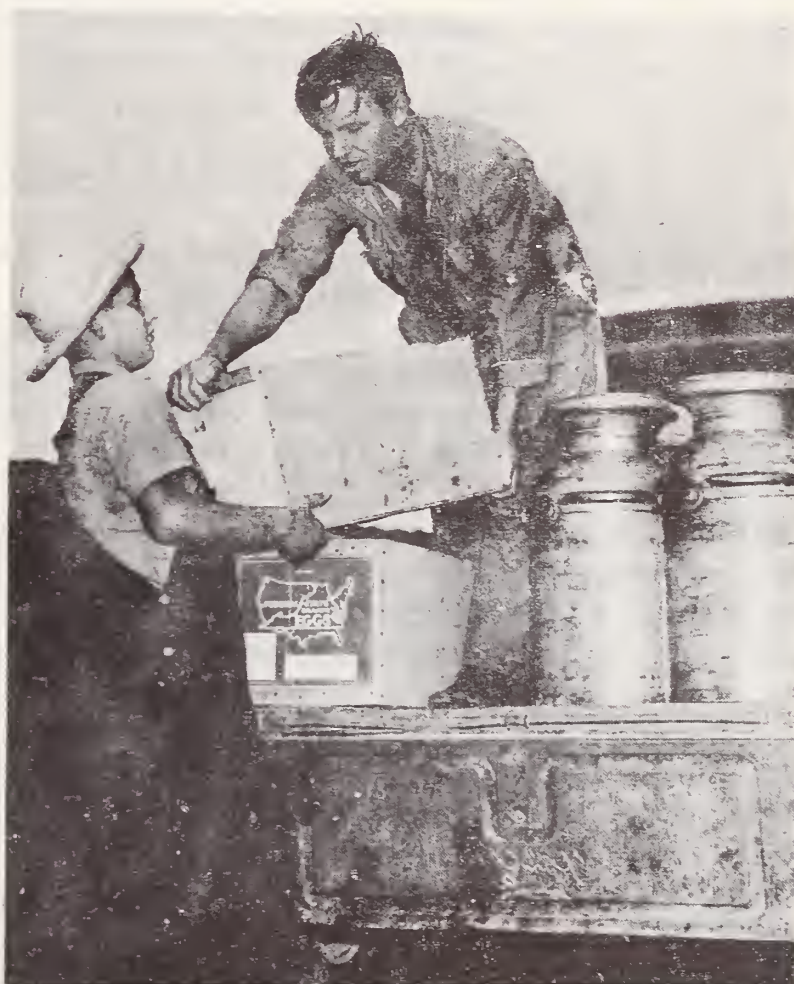
# ✕ Needed: Small Refrigerating Units ✕

By Paul Mehl

Losses estimated at close to twenty million dollars annually are resulting from deterioration of eggs handled by country buying stations in the North Central States, it has been revealed by a study made by the U. S. Department of Agriculture and State experiment stations in that area.

The loss, due to lack of adequate cooler storage in the country egg buying stations, points out a large potential market for small refrigerating units, relatively inexpensive in price, and designed to meet handlers' needs.

The Department's study, undertaken with funds made available under the Research and Marketing Act of 1946, supplemented with funds from other sources, brought to light that only 10 percent of the country stations visited in the 12 North Central States reported having refrigerated coolers. In the central area, Illinois, Iowa, Minnesota, Missouri, and Wisconsin, the figure was as low as 7 percent. In the western area, Kansas, Nebraska, North Dakota, and South Dakota, it was 11 percent. In the eastern area, Michigan, Ohio, and Indiana, it was 10 percent.



Pickup for a country buying station  
--which may well be a creamery or a  
general store.

## Most Stations Are Retailers

Over 900 buying stations in the North Central States were visited by representatives of State agricultural experiment stations and the U. S. Department of Agriculture in connection with the study. These buying stations might be country retail grocery stores and meat markets, feed dealers, local produce houses or country cream stations. The majority, or two-thirds, of them were retail stores and produce houses. They



purchase eggs delivered by producers and in turn sell them to central assembling plants which grade and pack the eggs for shipment to consuming centers.

The operations of the 900 or more buying stations covered in the study are representative of the thousands of others who are engaged in the same line of business. Their serious lack of adequate refrigeration serves, in turn, to discourage the installation of mechanical refrigeration at the farm. This problem, discussed currently in NEWS FOR FARM CO-OPERATIVES (September, p. 18), is being attacked in other States. In California, for example, one producer co-op has set up temperature controlled egg displays in stores to keep pace with the high incidence of refrigerated storage at the farms of its members.

### Volume Varies by Season and Area

The quantity of eggs handled per buying station varies for different areas in the North Central States, it was found. In the Eastern Area the purchases per plant in 1947, for example, were 10,000 cases whereas in the Central Area they were about 6,000 cases and in the Western Area a little over 3,000 cases. Due to the seasonal variation in the production of eggs the quantity of eggs handled by the local buying station also varies considerably during the different months of the year. It was estimated, on the basis of each station's operations in 1947 and the seasonal changes in egg production in the North Central States, that during the spring of that year about 41 percent of the country stations bought less than 48 cases of eggs per week or 8 cases per day.

During the summer when egg production showed a seasonal decline the percentage coming within that limit was 53 percent, as more of the buying stations had a smaller volume of purchases. In the fall it was 62 percent; which shows that a large percentage of the country buying stations handle relatively small quantities of eggs.

### Pickups Once or Twice Weekly

The eggs purchased by country buying stations are generally held at room temperature in a general storeroom or in the main floor in the buying station. The eggs purchased by the buying stations are for the most part sold to central assemblers or transferred to affiliated plants who assemble the eggs in large lots for shipment to consuming centers. Most assembling plants pick up the eggs from the country buying stations once or twice a week. In the meantime the eggs purchased are to a large extent held without refrigeration, thus permitting deterioration in the interior quality of the eggs. During the spring and summer of 1948 the deterioration resulted in a 10 percent decrease in the average percentage of top grade or A quality eggs. In the fall months the decline was only 5 percent. These percentages pertain only to the decline in the interior quality of the egg. It did not cover any breakage of eggs that took place.

The longer the eggs were held at the country buying station the greater was the extent of the quality decline. When the eggs were held only one day at the buying station during the spring the average decline



in interior quality was 8 points -- or that is, 8 eggs in every 100 tested dropped one grade. When held 2 days it was 11 points and more than 2 days, 14 points. During the summer months the decline was 8, 13 and 18 points. In the fall it was 4, 7 and 8 points respectively. These figures show how rapid deterioration might take place when eggs are not held under properly cooled conditions.

### Refrigerating Equipment Key to Savings

It is estimated that due to quality deterioration the average loss in value of the eggs from the time they were purchased by the country buying stations and delivered to the central assembling plants could be estimated at nearly 8 cents per 100 eggs or \$28.30 per 100 cases in terms of 1948 egg prices. Considering the large quantity of eggs sold off farms in the North Central States, around 69 million cases in 1947, any large savings made in deterioration in quality would have a substantial monetary value. On the basis of these figures, it can be seen that the potential savings, or loss in value under present handling practices, could reach a maximum of over \$19,500,000 annually. This loss cannot be reduced until the country buying stations have adequate facilities for properly taking care of eggs.



**Ingenious as it may be, this fan-radiator-icewater combination falls short of supplying adequate refrigeration.**

Using the figures on the number of cases of eggs handled, and assuming that eggs are picked up twice a week by the central assembler, the average capacity of a country buying station cooling room should be at least 24 cases of eggs. For the individual stations the size of the room would vary according to the quantity of eggs held by them until picked up by the assembler. Because of the seasonal variation in the quantity of eggs handled and the comparatively low margin at which eggs are handled at the country point, the price of the cooling facilities must be such as to justify any investment made in refrigerating equipment.

The manufacturers of refrigerating equipment could render a service to the country buying stations by having their engineers design plans for an efficient cooling room of different capacities which could be con-



structed by local contractors at a moderate price. The manufacturer would then supply the refrigerating equipment necessary to maintain the proper temperature and humidity necessary for proper egg storage.

The Poultry Branch of PMA is willing to discuss this subject with any manufacturers interested in entering this neglected field. Those interested in obtaining further details and determining for themselves the extent to which the potential market exists may obtain copies of the following reports: "Operations of Country Buying Stations in Relation to Egg Quality," and "Operations of Central Assembling Plants in Relation to Egg Quality."

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#### CORN HYBRID PLANTINGS MAINTAINED

Over three-fourths of the total corn acreage in the United States this year was planted with hybrid seed, according to a Bureau of Agricultural Economics survey.

Acreage planted with hybrid seed this year totaled 65,000,000 or 77.1 percent of the total 1950 corn acreage, as compared with 77.6 percent of total acreage planted with hybrid seed last year. This decrease of about 3.4 million acres of hybrid seeding reflects the reduction in corn acreage in commercial areas where hybrids are used almost exclusively and where acreage allotments are in effect this year.

Since 1933, when only 0.1 percent of the total corn acreage was planted with hybrids, use of this type seed has constantly increased. By 1940 almost a third of the total domestic corn acreage was planted with hybrid seed. The half-way mark was passed in 1943 and the three-quarters pole dropped behind in 1948.

In the important producing North Central States, hybrids are now being grown on over 94 percent of the corn acreage. In the heart of the Corn Belt - Ohio, Indiana, Illinois, and Iowa - they are used for practically all acreage. States bordering the Corn Belt continue to expand the use of hybrids, but the largest relative increases are taking place in the Southeastern States. Substantial increases in this area seem probable for the next several years.

#### BARTER FOR CRITICAL MATERIALS

Approximately 4,000 bales of cotton, 215,000 bushels of corn and 19,000 metric tons of grain sorghums have recently been bartered for strategic and critical materials which will be transferred to the national stockpile. The transactions covering CCC-owned stocks were made by the Government through private trading firms under the Agricultural Act of 1949. The commodities must be exported. In accordance with established policy, the type and quantity of strategic and critical material acquired are not disclosed.



# A Turkey for Every Household

There's going to be at least one turkey for every household this year! Fattening on the ranges is an all-time record crop of 44,550,000 turkeys--6 percent more than last year and 1 percent above the previous peak production of 1945. These figures are taken from the late-August turkey report of the Bureau of Agricultural Economics.

In every region except the West turkey numbers have risen over last year--up by regions as much as 18 percent for the South Atlantic States, and state-wise as much as the 73 percent recorded for Arkansas. Western States, however, balance out in the red 7 percent under last year's crop.

Responsible for the increases, say poultry analysts, are extra expansion on the part of large producers who offset the cutbacks of "fly-by-nighters," an abundance of cheaper poults, slightly lower feed prices during the hatching season and a sustained firmness in the market for turkey meat. Increasing popularity of the Beltsville White, a smaller family-sized bird developed by USDA is also a factor. Total production of turkey meat is expected to be at a record level with a separate trend toward large, broad-breasted birds for half- and boned-turkeys, roasts and steaks more than compensating for the trend toward the smaller-bodied birds.



The Beltsville  
White -- now more  
popular than ever.

## Consumers Getting the Early Bird

While actual marketings of the 1950 turkey crop will depend to a considerable extent upon later developments, turkey producers expect to continue the move toward earlier marketing. If growers' intentions hold, 65 percent will be marketed before the end of November, 28 percent in December with 7 percent moving in January or later. Period by period, these percentages compare with 62, 29 and 10 percent for a year earlier.

## More Turkey for More People

Although the net-cut-of storage movement of turkeys from February 1 to August 1 amounted to a record total of 91 million pounds, the potential supply of turkey meat as of August 1 is still the largest of record. Available stocks of turkeys on August 1 totaled about 40 million pounds compared with 21 million a year ago. Waiting for this supply is the

largest consuming population in the Nation's history, fortified with a record purchasing power and a great deal of recent know-how in turkey preparation. It all adds up to record turkey consumption.

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## WE'VE GOT THE FOOD

"We have never been so well prepared as now in terms of food supplies and capacity to produce food."

This statement, made recently by Secretary of Agriculture Charles F. Brannan, should be reassuring to many who have doubted our ability to provide the volume of food necessary to meet crisis needs.

The Secretary's evaluation of our position is based on facts and figures as they stand, and upon the promise of a sound and strengthening American Agriculture.

Government reserves of corn and wheat as of June 1950, compared with those on hand in June 1941, are 78 percent greater. This year, prospects are excellent for a farm output surpassed only by the tremendous production of the war years. Measured by pre-war standards, total farm output is more than a third greater. Most important, our potential productive capacity, transformed by technology, has expanded in every respect: in surer, greater yields and more efficient production, in producing and marketing higher quality products, and in our ability to conserve and to improve our rich and abundant soil.

All of agriculture can be proud of these achievements: The research which has developed new hybrids, more fruitful disease-resistant plant varieties, improved insect and weed killers, and the most efficient use of fertilizers. The breeding which has improved our livestock and poultry strains, the engineering which has streamlined and modernized the handling and traffic of our production, and the foresight which has made electrification and mechanization the twin giants of efficient production.

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## MORE CRIBS NEEDED

It's time to check those corn cribs again or build new ones if too little space is available. While many farmers have constructed extra cribs since the end of World War II, there is evidence that some producers will be caught short.

Two publications: "Storage of Ear Corn on the Farm" (FB-2010) and "Storage of Small Grains and Shelled Corn on the Farm" (FB-2009) are good guides for those who need to build. The publications also contain more general information pertaining to good grain storage. Copies are available upon request to the Information Branch, Production and Marketing Administration, United States Department of Agriculture, Wash. 25, D. C.



# Marketing Briefs

(The Production and Marketing Administration announcements summarized below are more completely covered in press releases which may be obtained on request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. by citing the code number given at the end of each item.)

Cotton.--Loan rates for cotton produced in 1950, averaging 27.90 cents per pound for Middling 7/8 inch upland cotton, gross weight, have been announced. The rate is 90 percent of the August 1, 1950 parity price of 31 cents per pound and compares with an average loan rate for the same grade last year of 27.23 cents per pound. Average rate for Middling 15/16 inch cotton will be 155 points (1.55 cents per pound) above the average rate for Middling 7/8 inch cotton, or 29.45 cents per pound, gross weight. Premiums and discounts for the various grades and staple length combinations under the 1950 loan program will be calculated in relation to the loan rate on Middling 15/16 inch cotton. Loan rates will vary according to location. The rate for Middling 15/16 inch cotton, gross weight, will vary from a high of 30.23 cents per pound in the concentrated mill area of the Carolinas to a low of 28.68 cents per pound in Arizona and California. (USDA 1838-50)

Dairy.--Minimum farm milk prices in the Minneapolis-St. Paul market have been reduced to more accurately reflect yields and costs in the processing of manufactured dairy products. Under the amended Federal order regulating the handling of milk in the marketing area, the price differential for Class I milk has been reduced by 15 cents per hundredweight from August 16 through November and the minimum price for Class II milk has been reduced 6 cents per hundredweight. The change follows a previously announced decision of the Department which was approved by more than two-thirds of the dairy farmers regularly supplying the market. (USDA 1994-50)

Fats and Oils.--Support prices for 1950-crop farmers stock quota PEANUTS, based upon 90 percent of parity, have been announced. The prices, which provide a basic support level of 10.8 cents per pound or about \$216.00 per ton, apply to farmers stock quota peanuts which are eligible for price support under the 1950-crop marketing quota program. To be eligible the producer must not harvest peanuts in excess of the 1947 picked and threshed acreage for his farm. The base grade support prices per ton of quota peanuts containing less than 2 percent damage and less than 4 percent foreign material are: \$214 for Spanish and Valencias east of the Mississippi River, \$209 for Spanish and Valencias west of the Mississippi River, \$207 for Virginias, and \$190 for Runners. Base grade 1950 support prices are for peanuts having a sound mature



kernel content of 69 percent in Runners, 65 percent in Virginias with not over 15 percent extra large peanuts, and 70 percent in Spanish and Valencias. Premiums and discounts this year are similar to those applicable to the 1949 crop. (USDA 1964-50)

Fruits and Vegetables.--The Department has announced that it contemplates purchasing of canned TOMATO PASTE and canned TOMATOES of the 1950 pack. Offers will be received not later than 5:00 p.m. EDT September 15 for canned 1950 pack tomatoes meeting at least requirements of U. S. Grade C (Standard), packed in No. 2, 2 1/2 or 10 size cans, for delivery during the period October 9 through November 30. (USDA 2057-50) ...Offers will be received not later than 5:00 p.m. EDT, September 22, for canned tomato paste of the 1950 pack in No. 10 size cans, for delivery during the period October 16 through November 30. (USDA 2081-50)...Both products are to be purchased with National School Lunch Act funds for distribution in that program.

Purchase of 434,400 cases of canned sour CHERRIES in order to assist in stabilizing the price of the fresh fruit to growers, has been announced by the Department. Purchases were made in Michigan, New York, and Pennsylvania, at an average price of \$4.13 per case, without discounts. The canned cherries are to be distributed for use in eligible domestic outlets. (USDA 1979-50)...New proposed U.S. Consumer Standards for fresh APPLES and proposed revision of present U. S. Standards for fresh apples (wholesale) have been announced. (USDA 1911-50)...Revised U. S. Standards for grades of canned APPLE SAUCE, scheduled for publication in the Federal Register August 18, 1950, will become effective 30 days after such publication, it has been announced by the Department. (USDA 2024-50)

USDA has announced an amendment of the terms of the ORANGE Export Program providing that all "Notices of Intention to File Claim Under Orange Export Program QMX 7a" filed on or after August 16, 1950, must be approved in writing by a representative of the Secretary of Agriculture before the export sale will become eligible for payment under the program. Approvals will be granted in the order in which such notices are received only as long as funds authorized are available. (USDA 2005-50) ...Revised grade standards for frozen concentrated ORANGE JUICE, scheduled for publication in the Federal Register August 23, 1950, will become effective 30 days after such publication, the Department has announced. (USDA 2054-50)

Discontinuance of the dried PRUNE export payment program as of midnight, EDT, August 10, 1950, has been announced. Sales for export after that date will not be eligible for payments under the program. RAISIN export payments were terminated as of July 31. Both actions were taken due to changes in the price and supply situation of these commodities. No export payment program for dried fruits is contemplated for 1950, the Department said. (USDA 1885-50)...Handlers have been notified that they will be free to market in any available outlet all standard quality dried prunes produced in California in 1950, since a salable percentage of 100



and a surplus percentage of 0 have been established under the Federal marketing order and agreement regulating the handling of dried prunes produced in that State. Salable and surplus percentages established for dried prunes for the 1949-50 marketing season (the first year of operation of the program) were 75 and 25, respectively. The regulatory provisions of the program, providing for quality control of dried prunes, remain in effect unchanged. (USDA 2028-50)

An ALMOND marketing agreement and order, regulating the handling of that nut crop grown in California, has been issued, effective August 4, 1950. The marketing order was favored by about 98 percent of almond growers who voted in a referendum held during July. About 52 percent of the California almond growers, who produced about 70 percent of the 1949 crop participated in the referendum. Handlers of 84 percent of the almonds produced in 1949 have signed the marketing agreement. Under the program, the marketable supply of almonds will be adjusted to demand each season in which a surplus occurs by establishing salable and surplus percentages applicable to each handler's receipts, on an edible kernel weight basis. Surplus almonds will be inspected by the Federal-State Inspection Service to determine the edible kernel weight, and will be diverted from normal domestic trade channels. The disposal of surplus almonds will be controlled by the Almond Control Board, but handlers who apply before delivering surpluses to the Board in any crop year will be authorized to act as the Board's agents in disposing of their own surpluses. (USDA 1848-50)

Grain.--Corn put under price-support from the 1949 crop was considerably less than that coming under the program the previous year. Through June 1950, farmers had put 385,263,697 bushels of 1949-crop corn under Commodity Credit Corporation price support as compared with approximately 555,638,507 bushels of 1949-crop corn put under support through the same month last year. Of the total corn put under the price support program from the 1949 crop, 325,019,244 bushels went under farm storage loans, 2,537,740 bushels under warehouse loans and 57,706,713 bushels under purchase agreements. The amount under loan (farm and warehouse) through June 1950 totaled 327,556,984 bushels compared with 351,776,052 bushels through June 1949. The amount under purchase agreement through June this year was substantially less than last year's final figure of 203,862,455 bushels. (USDA 1876-50)...Prior to the above announcement, the Department had called farmers' attention to the fact that loans and purchase agreements on 1949-crop corn matured on July 31, 1950, but the loans could be extended through July 1951 and the purchase agreements could be converted into loans for the same period, under the Department's resealing program. Previously it had been announced that 1948-crop corn which had been resealed through July 1950 could be resealed for a second year through July 1951. (USDA 1815-50)

A 1951 price-support program for 1951 crop WHEAT, at a national level of not less than \$1.99 per bushel which is 90 percent of parity and the same as the support price for the 1950 crop, has been announced. Under existing law supports for field crops are made in advance of planting and since winter wheat seeding for 1951 will soon be underway support levels for that crop are announced well in advance of other 1951 crops.



The Agricultural Act of 1949 makes price support mandatory for 1951-crop wheat at 80 to 90 percent of parity. The support was placed at the higher figure to assure an abundant supply in accordance with the previously announced national acreage allotment for the 1951 crop of 72.8 million bushels. With average yields this allotment would produce an estimated 1,150 million bushels as compared with an estimated 1950 crop of 996 million bushels. The "not less than" \$1.99 per bushel support level for 1951 is based on latest available parity information. If parity is higher at the beginning of the 1951-52 marketing season, the support will be increased to reflect 90 percent of parity at that time, but in no event will the support level be less than a national average of \$1.99. In making the announcement, Secretary of Agriculture Charles F. Brannan said that "in view of the world situation it is imperative that our supply of bread grains be maintained in strong position. Ample supplies will be a major factor in assuring reasonable food prices to consumers and our ability to meet our international food obligations. We believe the wheat production and price support programs have been developed to protect the interests of both producers and consumers." (USDA 2061-50) ...State acreage allotments for the 1951 wheat crop were announced August 1, 1950. (USDA 1893-50-2)

Price support loan rates for 1950-crop rough RICE at an average of about \$4.56 per hundredweight, as compared with \$3.96 for the 1949 crop, have been announced. The 1950-crop support is the equivalent of about \$2.05 per bushel, as compared with \$1.78 per bushel for the 1949 crop, and reflects higher 1950 parity levels. The loan rate is based upon 90 percent of the August 1, 1950 parity price of \$2.28 per bushel. Prices are to be supported for producers complying with acreage allotments through loans and purchase agreements in the States of Arizona, Arkansas, California, Louisiana, Mississippi, and Texas. The price support loan and purchase agreement rates for eligible rice will be in dollars and cents per 100 pounds, computed on the basis of specified value factors and yields of head and broken rice of the respective classes and varieties as determined by the milling tests used by the inspection service of the Department in the respective areas. (USDA 1938-50)

Sugar.--An increase of 850,000 short tons, raw value, in the supply of sugar that will be available in the continental United States under 1950 sugar quotas has been announced. Action was taken because of the high distribution of sugar since July. It increases the supply available for the year to 8,700,000 short tons, raw value, compared with 7,580,000 tons distributed in 1949. The largest quantity ever distributed domestically in any year was 8,070,000 tons in 1941 when heavy buying for stocks occurred throughout the year. (USDA 2076-50)...The quantity of sugar charged against quotas during the period January-through July this year was estimated at 4,855,007 short tons, raw value, as compared with 4,478,335 tons charged against quotas during the same period of 1949. (USDA 2007-50)...Prices for 1950-crop Florida SUGARCANE that must be paid to producers by processors who apply for Sugar Act payments will be on the same basis as for the 1949 crop, a basic price for standard sugar cane of \$1.10 per ton of cane for each 1 cent per pound of the price of raw sugar. The price determination was made following investigations and a public hearing as required by the Sugar Act of 1948. (USDA 2082-50)



## ABOUT MARKETING

The following publications, issued recently, may be obtained upon request to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

### Publications:

Domestic Wool Requirements and Sources of Supply. June 1950. 103 pp. (PMA and Bureau of Agricultural Economics) (Processed)

Dairy and Poultry Market Statistics, 1949. SB No. 87. May 1950. 101 pp. (PMA) (Processed)

Livestock Market News, Statistics and Related Data, 1949. SB No. 91. August 1950. 82 pp. (PMA) (Printed)

Development of Scourable Sheep-Branding Fluids. June 1950. 10 pp. (PMA) (Processed)

The Value of Scourable Sheep-Branding Fluid in Wool Manufacturing. July 1950. 11 pp. (PMA) (Processed)

The Wholesale Produce Market at Norfolk, Va. June 1950. 64 pp. (PMA) (Processed)

The Raleigh, N. C. Produce Markets. June 1950. 68 pp. (PMA in cooperation with North Carolina Agricultural Experiment Station and North Carolina Dept. of Agriculture) (Processed)

East Texas Produce Markets and Plans for New Markets at Tyler and Jacksonville, Tex. June 1950. 70 pp. (PMA in cooperation with Texas Agricultural Extension Service and Texas Agricultural Experiment Station) (Processed)

Deliveries to Export Programs, as Invoiced, 1941 through 1949 by Commodity, Destination and 6-month Periods. May 1950. 121 pp. (PMA) (Processed)

Loss and Damage in Rail Transportation of Watermelons in relation to Variety of Melon, Type of Car, and Type of Protective Material. June 1950. 31 pp. (PMA) (Processed)

Fact Sheet on the New Cases, Flats, and Fillers for Eggs. July 1950. 3 pp. (PMA) (Processed)

Recommended Specifications for Standard Packages and Packs for Shell Eggs. Revised August 1950. 39 pp. (PMA) (Processed)

The relation between Locker Plants and Home Freezers in the Distribution of Frozen Foods in Arizona. June 1950. 58 pp. (PMA) (Processed)

## ABOUT MARKETING (Cont'd)

Availability of Certain Fresh Fruits, Canned and Frozen Juices, and Dried Fruits in Retail Food Stores, May 1950. July 1950. 25 pp. (PMA) (Processed)

Regional Distribution and Types of Stores Where Consumers Buy Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits--January-March 1950, with Comparisons. June 1950. 50 pp. (PMA and BAE) (Processed)

The Market Information Needed on Frozen Foods. June 1950. 41 pp.. (PMA) (Processed)

Consumer Purchases of Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits in June 1950. July 1950. (PMA and BAE) 4 pp. (Processed)

Annual Rail Carlot Shipments of California Fruits and Vegetables, 1920-1949. May 18, 1950. 6 pp. (PMA--California Dept. of Agriculture Cooperating) (Processed)

U. S. Standards for Blueberries for Processing, Effective Aug. 5, 1950. July 10, 1950. 4 pp. (PMA) (Processed)

U. S. Standards for Green Corn, Effective August 3, 1950. July 10, 1950. 4 pp. (PMA) (Processed)

U. S. Standards for Grades of Frozen Corn-On-The-Cob Effective August 7, 1950. June 30, 1950. 7 pp. (PMA) (Processed)

U. S. Standards for Grades of Canned Grapefruit, Effective Aug. 7, 1950. June 30, 1950. 11 pp. (PMA) (Processed)

U. S. Standards for Grades of Frozen Okra, Effective Aug. 7, 1950. June 30, 1950. 8 pp. (PMA) (Processed)

U. S. Standards for Grades of Frozen Broccoli, Effective Aug. 1, 1950. June 28, 1950. 9 pp. (PMA) (Processed)

U. S. Standards for Grades of Canned Pineapple, Effective June 27, 1950. June 22, 1950. 20 pp. (PMA) (Processed)

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